

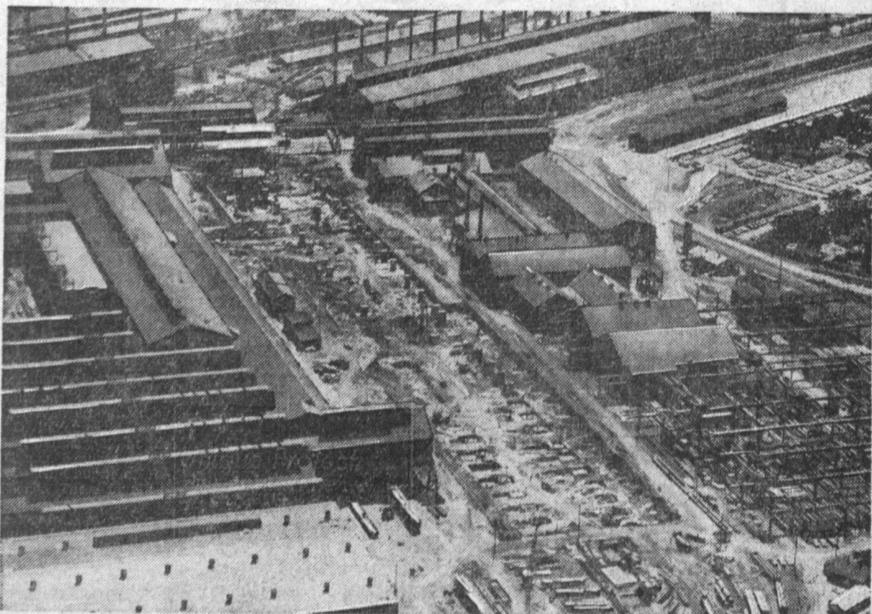
Industrial miracle: 7³/₄-cent steel

Most men and women would have no earthly use for an ingot of carbon or alloy steel. So you may not have the remotest idea of what steel costs.

Actually, for all of these steels that it ships, United States Steel gets an average of 7³/₄ cents a pound. Less than a dime still buys a commodity whose manufacture requires

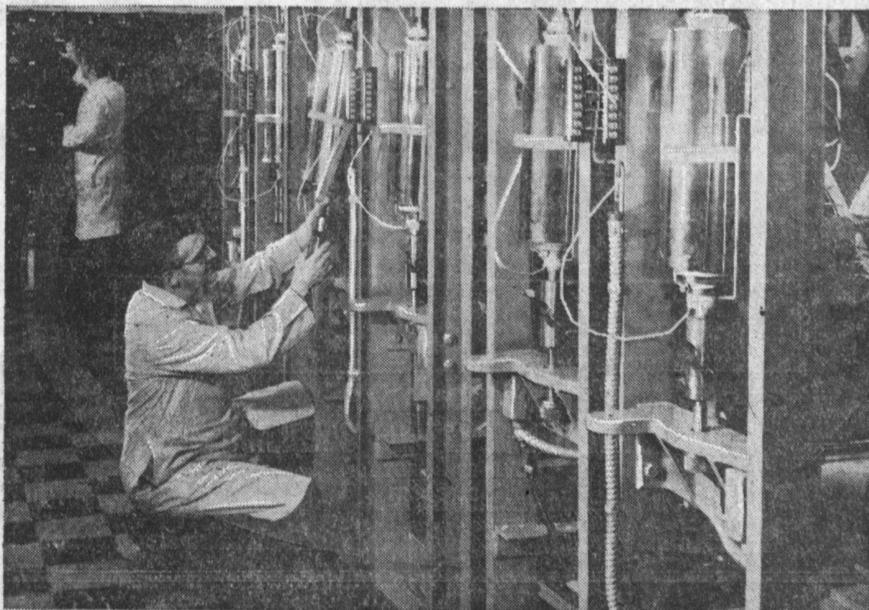
billions of dollars' worth of equipment, the skills of hundreds of thousands of men and mountains of raw materials gathered from many parts of the world!

Since steel in some form touches your life every day, we think you'll be interested in what U. S. Steel is doing to keep steel the cheapest of all common metals.



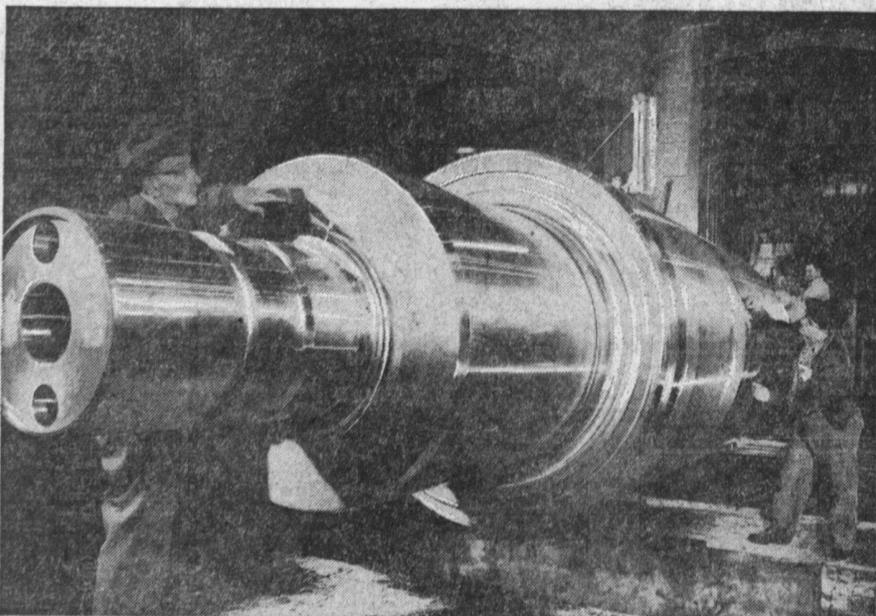
TO HOLD COSTS and prices at the lowest possible level through increased operating efficiency, U. S. Steel is continually improving its facilities. In the face of mounting costs of new equipment and inadequate depreciation allowances, we have spent three

and one-half billion dollars since 1945 on the improvement of existing facilities and the addition of new ones. Modernization programs in the Chicago and Pittsburgh Districts and in the West will soon increase steel-making capacity by over two million ingot tons.



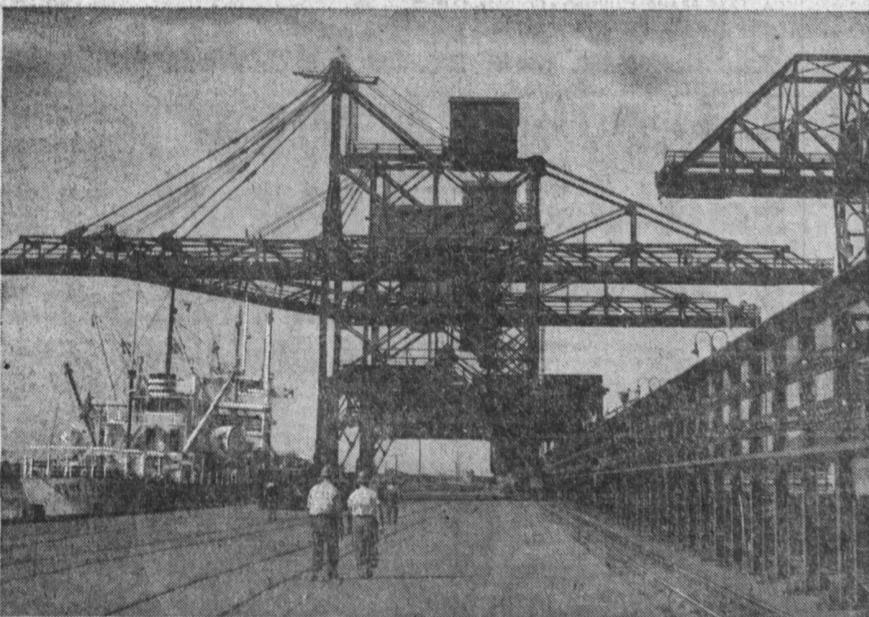
IN LABORATORIES at U. S. Steel's new research center Monroeville, Pa., we are making today's steel a better value. There, too, we are developing steel to withstand heat from atmospheric friction as no other metal can, for supersonic flight of the future. A long-

range program is aimed at developing a metal twice as strong as any now existing. Here, research men are studying creep rupture in the development of new alloys for high-temperature service required by steam turbines, jet engines and oil-refinery stills.



TO MAKE STEEL cheaper to use, U. S. Steel supplies it in hundreds of convenient forms to thousands of individual plants which process, fabricate and assemble steel products for sale. However, even in a product

that is mostly steel, the cost of the steel is one of the smallest factors. An unusual order for steel was this plate mill roll, the world's largest, forged and machined at the Homestead plant of U. S. Steel.



THE NEED for low-cost steel will grow. It is anticipated that by 1975 there will be ten million more families than there are today. Studies indicate the nation will require 50 million additional tons of steel

capacity, and U. S. Steel expects to provide its share. Looking ahead, U. S. Steel is developing new sources of raw materials to supplement old ones. Shown are ore boat unloaders at Fairless Works, Morrisville, Pa.

Watch THE UNITED STATES STEEL HOUR on television. See your local newspaper for time and station.



UNITED STATES STEEL